



WLWT
1700 Young Street
Cincinnati, OH 45202
(513)412-5000

www.wlwt.com

And:

Greer Margolis Mitchell Burns
1010 Wisconsin Ave, Suite 800
Washington, DC 20007

CONTRACT

Contract / Revision	Alt Order #
952506 /	06319014
<u>Product</u>	
OBAMA 4 AMERICA 30S	
<u>Contract Dates</u>	<u>Estimate #</u>
09/18/12 - 09/24/12	1798
<u>Advertiser</u>	<u>Original Date / Revision</u>
Obama/D/President	09/20/12 / 09/20/12
<u>Billing Cycle</u>	<u>Billing Calendar</u>
EOM/EOC	Broadcast
<u>Station</u>	<u>Account Executive</u>
WLWT	Mica Hansen
<u>Special Handling</u>	
<u>Demographic</u>	
Adults 25+	
<u>IDB#</u>	<u>Advertiser Code</u>
9912856	95
<u>Product Code</u>	
	101
<u>Agency Ref</u>	<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WLWT	09/18/12	09/21/12	NBC Today Show III	10-11a		:30			NM	1	\$400.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/18/12	09/24/12	--WTF--				1	\$400.00			
2	WLWT	09/18/12	09/21/12	NBC Tonight Show	1135-1237a		:30			NM	1	\$650.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/18/12	09/24/12	--WTF--				1	\$650.00			
3	WLWT	09/18/12	09/21/12	1230-1p	1230-1p		:30			NM	1	\$300.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/18/12	09/24/12	--WTF--				1	\$300.00			
4	WLWT	09/18/12	09/21/12	12-1230p M-F news	12-1230p		:30			NM	2	\$100.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/18/12	09/24/12	--WTF--				2	\$50.00			
5	WLWT	09/18/12	09/21/12	2-3p	2-3p		:30			NM	1	\$400.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/18/12	09/24/12	--WTF--				1	\$400.00			
6	WLWT	09/18/12	09/21/12	JUDGE JUDY EF	Judge Judy		:30			NM	1	\$600.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/18/12	09/24/12	--WTF--				1	\$600.00			
7	WLWT	09/18/12	09/21/12	DR OZ EF	4PM-5PM		:30			NM	1	\$600.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/18/12	09/24/12	--WTF--				1	\$600.00			
8	WLWT	09/18/12	09/21/12	5-530p M-F news	5-530p		:30			NM	1	\$1,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/18/12	09/24/12	--WTF--				1	\$1,000.00			

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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc. does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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<u>Product</u>	<u>Estimate #</u>
OBAMA 4 AMERICA 30	1798
<u>Original Date / Revision</u>	
09/20/12 / 09/20/12	

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Contract / Revision	Alt Order #	
952506 /	06319014	
Contract Dates	Product	Estimate #
09/18/12 - 09/24/12	OBAMA 4 AMERICA 30	11798
Advertiser		Original Date / Revision
Obama/D/President		09/20/12 / 09/20/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots		Amount
											Spots	Spots	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/17/12	09/23/12	-----1				1	\$300.00				
21	WLWT	09/23/12	09/23/12	NFL Regular Season	NFL		:30			NM	1	\$2,000.00	
		Class of Time - Immediately Pre-emptible without notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/17/12	09/23/12	-----1				1	\$2,000.00				
22	WLWT	09/20/12	09/20/12	Th8-9p	Th8-9p		:30			NM	1	\$2,000.00	
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/17/12	09/23/12	---1---				1	\$2,000.00				
23	WLWT	09/18/12	09/18/12	T10-11p	T10-11p		:30			NM	1	\$5,000.00	
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/17/12	09/23/12	-1-----				1	\$5,000.00				
N 24	WLWT	09/24/12	09/24/12	5-530p M-F news	5-530p		:30			NM	1	\$1,000.00	
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/12	09/30/12	M-----				1	\$1,000.00				
											Totals	26	\$25,080.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/24/12	26	\$25,080.00	\$21,318.00
Totals	26	\$25,080.00	\$21,318.00

Signature: _____ **Date:** _____

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